"WITHIN THE New American HOME"

GENERAL ELECTRIC

THE New AMERICAN HOME

HOW often have you heard women say, "I wish I had more time to spend with my children and to do the things I want to do for myself"? There is no question that in the average home there are unnecessary waste motion and unnecessary routine. The "New American" home, by the use of modern electric tools—electric appliances—can be planned so that work can be carried on as efficiently as in the modern office or factory. In such a home, electric appliances answer your outstretched hand at every point—obeying your unspoken orders, taking over the burden of labor, and eliminating waste motion.

The "New American" home is built from the inside out; it begins with you, not with its site or building line. In it routine is minimized, and electricity performs every task that can be done by a machine. Regardless of the style of architecture or whether your house is new or a century old, electric appliances can make of it a "New American" home.

The following pages contain a brief review of the electric appliances made by General Electric—appliances for every room and every purpose. The prices and other data given are subject to change without notice.

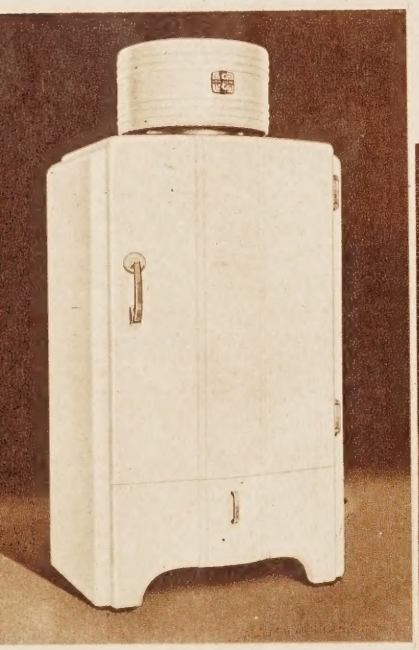
We invite you and your architect to consult our Home Bureau and to learn in detail how easily and inexpensively yours may be a "New American" home. Simply address your inquiries to the General Electric Home Bureau, 570 Lexington Avenue, New York City.

It's easy to buy General Electric equipment. You may obtain liberal terms through the General Electric Contracts Corporation. For complete information on the 6% budget payment plan see your local G-E dealer or write to the General Electric Contracts Corporation, 570 Lexington Avenue, New York City.

FOR THE KITCHEN

The G-E Unit Kitchen, composed of six interchangeable basic sections, makes possible a complete electric kitchen at low cost

The kitchen is the heart of the home—consider it first when building or modernizing. G-E "New American" Kitchens are planned to save you steps, time, and above all, labor. General Electric Kitchens may be designed to suit your individual requirements and your budget. Equipment includes the G-E refrigerator, range, dishwasher, Disposall, and electrical housewares.

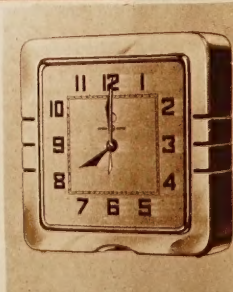


G-E Monitor Top refrigerator

G-E Flatop refrigerator (two-door model)

G-E Flatop refrigerator

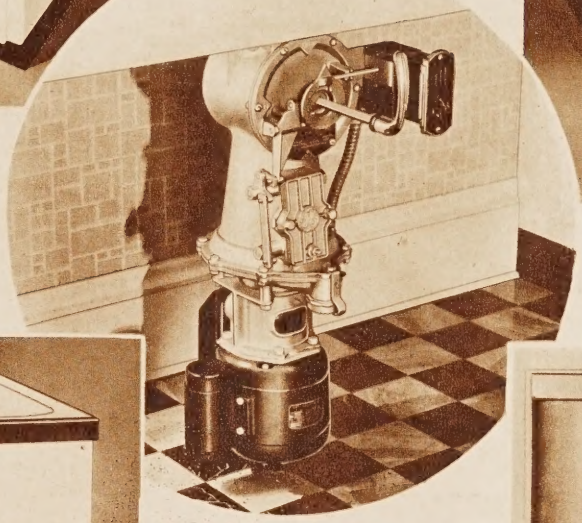
The new, beautifully styled G-E "Triple Thrift" refrigerator offers the biggest dollar value in refrigeration history. You save on price; you save on upkeep; you save on operating cost. All models are powered with the famous G-E sealed-in-steel "Thrift Unit" that requires no attention—not even oiling. Many new extra-value convenience features are embodied in these brilliant new refrigerators. Prices begin at $79.50 (slightly higher west of the Rocky Mountains).



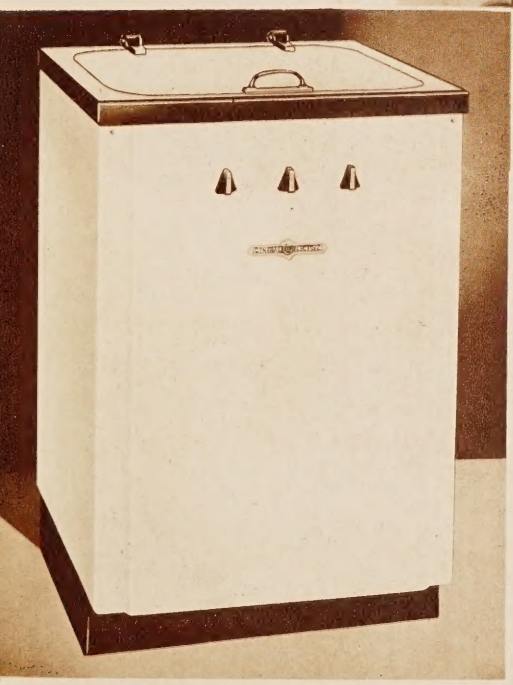
"Chef" wall or shelf clock, 6⅜ inches square. Choice of several color combinations. List price, $4.95

The new G-E Electric Sink banishes dish-washing drudgery and solves the garbage problem. Combines General Electric Dish-washer and new G-E Garbage Disposall into one compact unit with sink—and washes all the dishes and disposes of all the garbage.

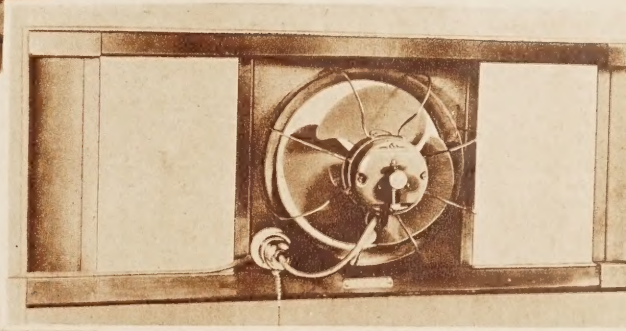
There is a complete line of brilliantly styled G-E Automatic Electric Ranges. Features include the famous G-E High-Speed CAL-ROD cooking units that make electric cookery faster and cheaper. Prices begin at $81.00 f.o.b. factory.



The G-E Disposall permits instant disposal of garbage. Kitchen waste is reduced to a thin pulp and flushed down the drain like water. Easily installed beneath any sink. Prices begin at $125.00, f.o.b. factory

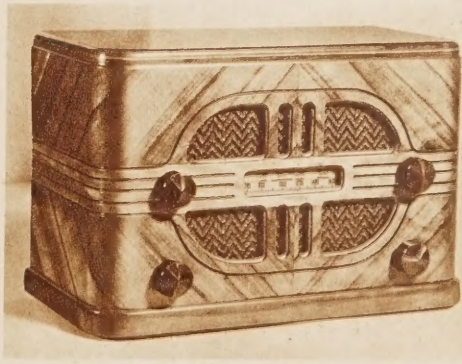


The G-E Dishwasher washes all the dishes and utensils faster and cleaner than it can be done by hand—for less than a penny a day! No chipping, no breaking. Easily installed in any kitchen. Individual cabinet- and sink-type models. Prices begin at $139.00 f.o.b. factory



Window ventilating fan. Can be adjusted to fit any window. Quiet in operation. Available in two sizes: the "Standard," $24.50, and the "Master," $32.50. Junior models also available. 8-inch, $6.50. 10-inch, $9.95

Wall ventilating fan, attractive and quiet. Will renew air in most kitchens in 3 to 5 minutes. Price, $39.95



Radio receiver, Model E-50. 5 tubes, 2 bands. Choice of three color combinations. Eastern list price, $24.95

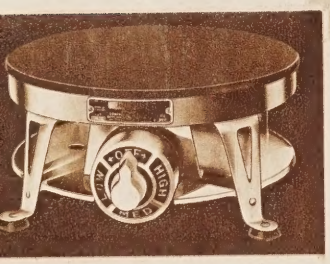
Portable mixer, as illustrated, complete with juice extractor, list price, $21.95. Food chopper, slicer and shredder, ice crusher, bean slicer, pea sheller, grater, sharpener, and drink-mixing set furnished at slight extra cost

LAUNDRY AND BASEMENT

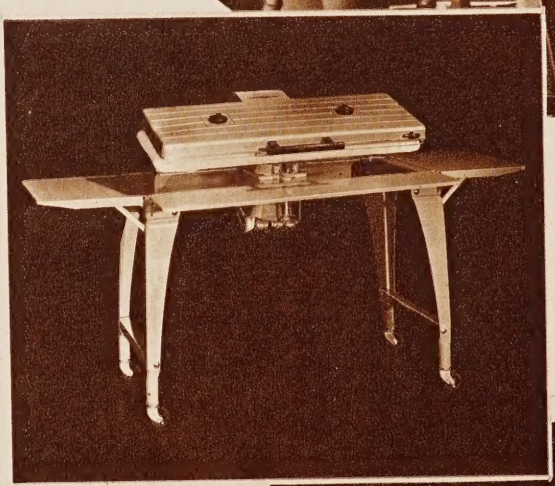
The laundry of the modern home can be a utility room as well. Modern laundry equipment is compact as well as efficient—clothes can be washed, dried, and ironed quickly, efficiently, and easily. If a laundry-utility room is not provided for, a part of the basement in the modern home is ideal. For it is not a dark, dusty cellar, untidy and insanitary. It is characterized by attractiveness as well as utility. It provides room for heating, air-conditioning, laundry, and home and shop equipment, with space left, in many cases, for reading and recreation.

G-E "Moderne" automatic electric iron; weight 3½ or 6 pounds; price, $8.95

Center—"Phantom," automatic; full size, 4 pounds; $7.95. Right—Travel electric iron; in case; weight, 3 pounds; $3.45

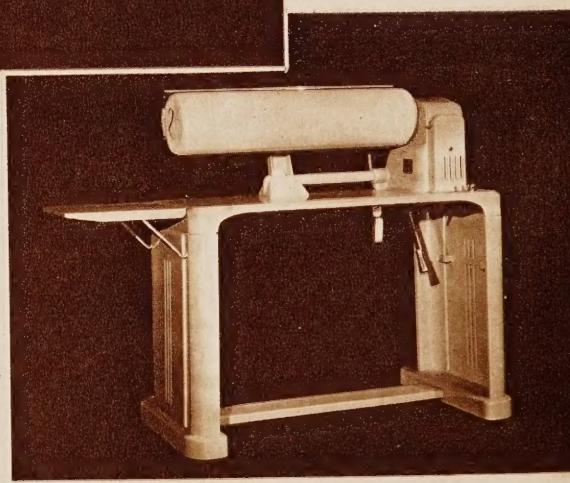


Disc stoves. Four sizes. Single- and three-heat models. Prices from $2.95 to $11.95



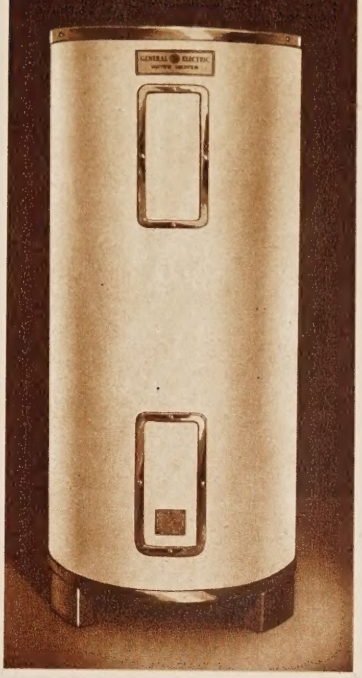
Automatic flatplate ironer irons clothes beautifully—with operator seated. Irons everything, also presses clothes. Table top at slight additional cost; finish, green and ivory. Price $99.95

G-E electric washers in many sizes and models. Above—Model 2G; capacity, 8 pounds; conical-shaped, super-spin basket; damp-dries all laundry, including pillows and blankets—no wringing required; equipped with Activator, a G-E development, and pump; porcelain-enameled tub. Right—Model AW-22P; capacity, 8 pounds dry clothes; equipped with "One Control" wringer; long-life mechanism, Activator. List prices begin at $49.95

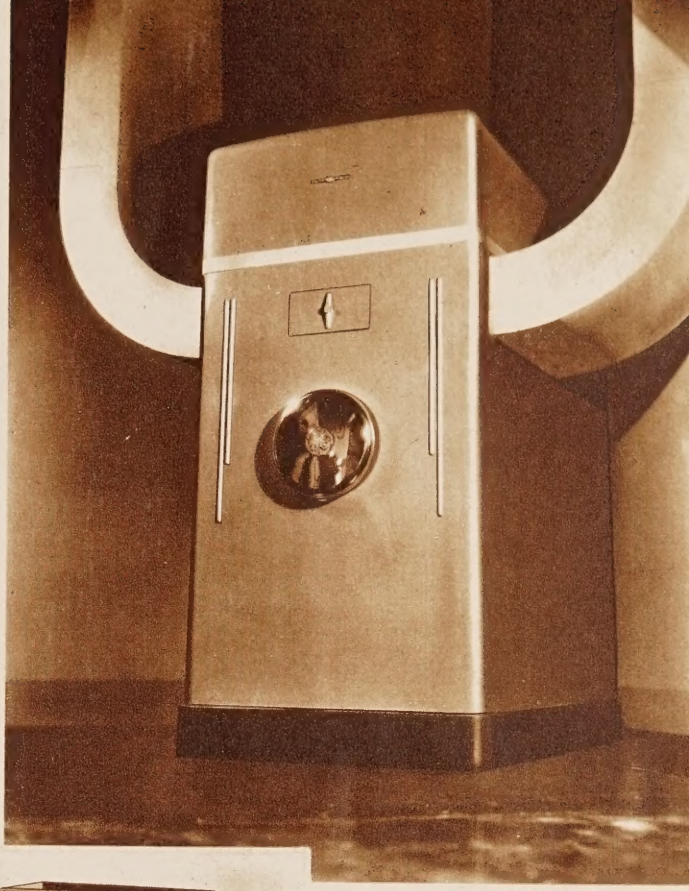


Model AR-12 rotary ironer has floating roll which moves to shoe. Roll is large and well padded. Open end provides for ironing shirts, ruffles, etc. Convenient controls. Price $69.95

The "Mode"—a beautifully designed G-E automatic water heater that will add a new modern note to any surrounding. Especially adapted to recreation rooms, modern kitchens, or other rooms. Prices begin at $62.00 f.o.b. factory

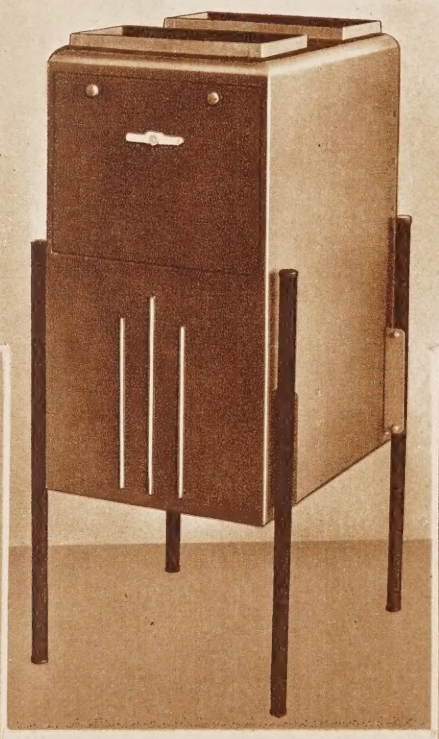


General Electric automatic water heaters provide a constant supply of hot water for every purpose, with no attention from you. They are safe, dependable, economical. Shown above is the "Peerless" model. Prices begin at $83.00 f.o.b. factory

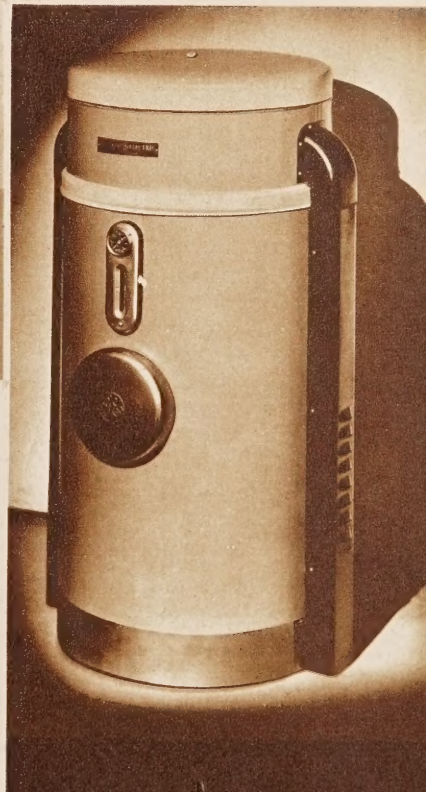


The G-E oil-fired warm-air conditioner. A complete co-ordinated heating unit for homes with warm-air heating systems. It cleans all the incoming air, removes the germ-laden dust, adds the right amount of moisture and heat, and distributes it in the form of luxurious, conditioned air throughout your home. It burns low-grade fuel oil which is entirely consumed; and the air-conditioning features that have been added on this new double-purpose unit cost less to operate than an ordinary indirect living-room electric lamp

The new G-E winter air conditioner at the right provides a thorough and scientific method of circulating clean, humidified air throughout the house. It supplements the heating plant with controlled humidification—with clean, dust-free air—with forced circulation. It is a compact unit, so designed that it can be installed alongside your present heating plant with the minimum of effort and at low cost



The G-E gas furnace and winter air conditioner. A complete, co-ordinated heating unit, efficient and economical, for heating by means of gas. Made in 24 sizes. If desired, cooling coils for summer air conditioning can be provided in a jacket extension



The G-E oil furnace. A complete, co-ordinated heating unit—boiler, burner, water heater, and controls. Made in several sizes

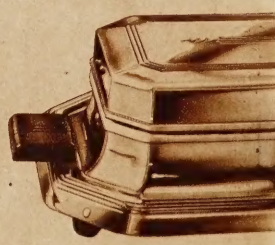
FOR THE DINING ROOM

Chafing dish, ideal for preparing delicious hot dishes of all kinds. Attractive chromeplate finish. Price, $12.95

General Electric waffle irons are offered in three artistic and attractive models, one of which is equipped with automatic control. Prices begin as low as $5.50

G-E coffee makers give perfect coffee every time. In several models, capacities of 4, 6, and 8 cups. Pyrex bowls are guaranteed against breakage from heat. Coffee measure is provided. Prices begin at $4.95

Left—Pedestal-type quiet fan. This bronze-finished fan provides adequate circulation of air so essential to comfort and health. Prices from $18.45

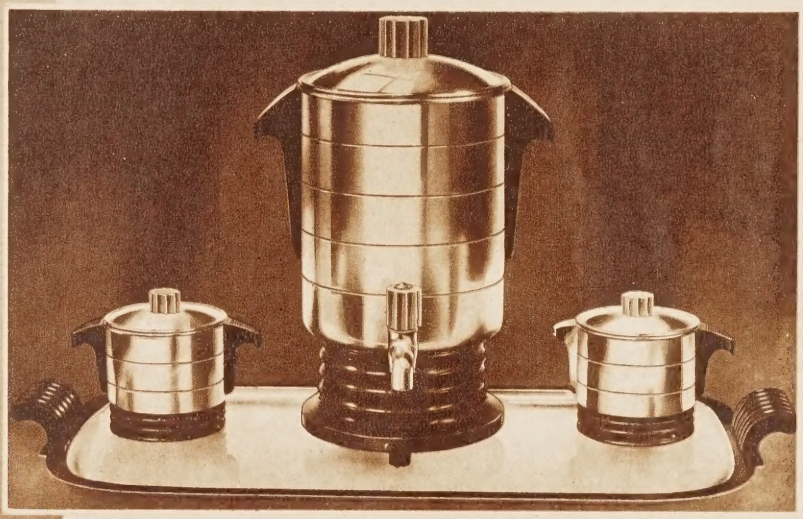


Electric cookers provide an easy means of preparing complete meals at the table. They grill, toast sandwiches and fry, conveniently and economically. Finished in chromeplate. Two models, the "A la Carte" illustrated, $6.95, removable waffle grids, $2.50; the "Treasure Chest," $9.95, waffle grids, $3.00

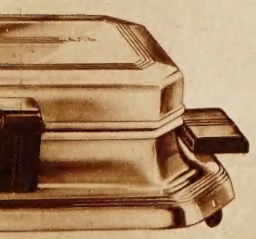
An electric clock adds to the appearance and convenience of the dining room. The "Mirage" shown above, a mirror-glass, easel-type clock, is 5¾ inches high; self-starting. Price, $7.50

Buffet service. Fully automatic toaster; pressed-wood, walnut-finish tray; 5-compartment condiment dish; walnut-finish bread board; stainless-steel knife, walnut-finish handle. Price, $17.95. Service with semiautomatic toaster, $11.95

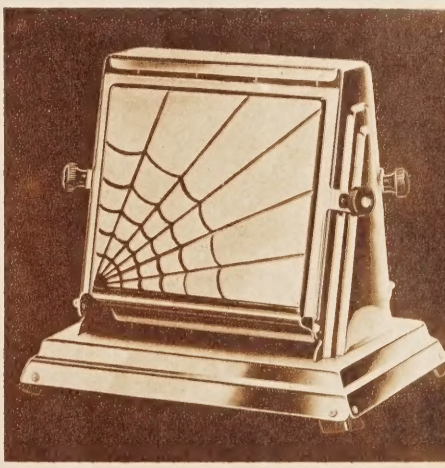
G-E portable heaters in several designs provide quick, clean heat whenever or wherever needed. The "Navarra" illustrated is the radiant type with a chrome-plated reflector. List price, $6.95



Urn sets, include urn, sugar bowl, creamer, and tray. Finished in chromeplate. Equipped with Calrod heating unit. Dripless faucet. Scratchproof fiber feet. Capacity, 9 cups. "Lorraine," drop side handles, faucet handle, knob of sugar bowl and tray handle of blue Calmold; price, $19.95. "Continental"—(shown above) handles and knobs of ivory Textolite. Price, $24.95



Percolators, in chromeplate finish, 6- and 7-cup capacity. Equipped with Calrod heating units. Several designs, all very attractive. Prices begin at $5.50

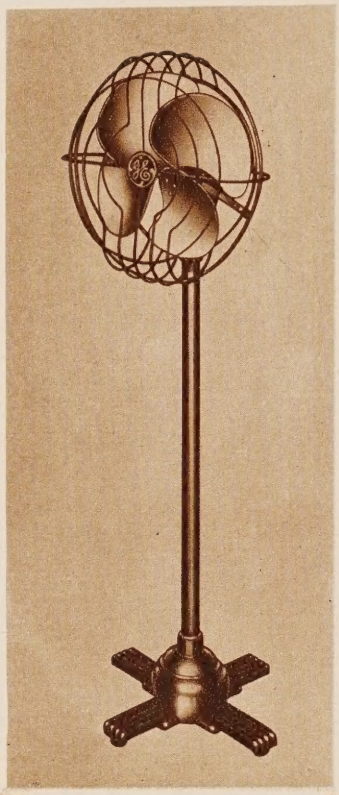


Toasters—automatic, semiautomatic, nonautomatic. All are of smart designs, finished in chromeplate. Efficient heating units assure quick and even toasting. Fully automatic model, $14.50; semiautomatic, $6.95; nonautomatic models as low as $2.95. The "Carlisle" shown above is priced at $3.25

FOR THE LIVING ROOM

The center of the home is the living room, reflecting the tastes and standards of its occupants. Electric equipment to help make the living room more livable includes a number of devices—radio set, fan, Sunlamp, clock and, of course, MAZDA lamps of the right type and wattage. In addition, oil- or gas-furnace heating and air conditioning add immeasurably to its comfort.

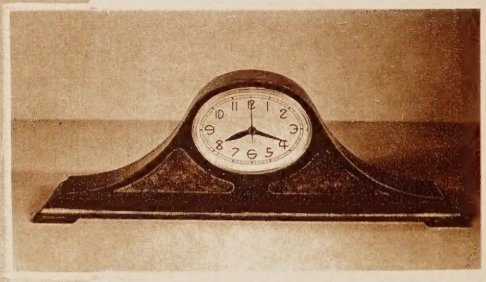
G-E vacuum cleaners of both straight suction and motor-driven-brush types. Prices begin at $19.95. For inexpensive hand cleaner, see page 14



Pedestal-type quiet fan. This bronze-finished fan adequately provides circulation of air so essential to comfort and health. Prices from $18.45

Radio receivers of all types. Left—Model E-105, 3 bands, 10 metal tubes. Eastern list price, $99.95

Sunlamps provide approximately the same healthful benefits as natural midsummer sunshine. Many attractive models. Prices from $24.95



A beautiful clock gives distinction to a living room. The "Orpheus" model shown is 21 7/8 inches wide. Full Westminster chimes. List price, $27.95

FOR THE BEDROOM

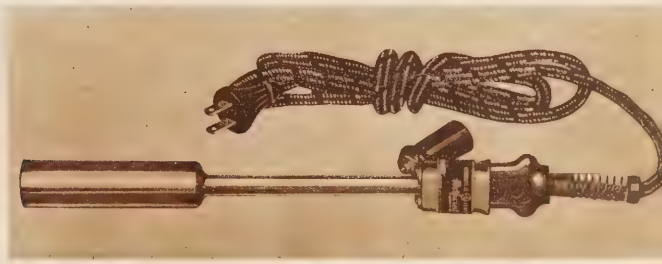
Fans, Sunlamps, clocks, heating pads, immersion heaters, curling irons, and MAZDA lamps are among the electric accessories of the modern bedroom. Such electrical aids not only add to the comfort and convenience; they are also helpful in case of sickness. As in the other rooms, adequate, well-planned lighting is necessary, and automatic heating from an oil or gas furnace together with air conditioning is becoming accepted as an essential of the modern bedroom.

The Model E-62 table radio, 6 tubes, two-band reception. Eastern list price, $34.95

The "Heralder" 12-hour electric alarm clock. Black, self-starting. $4.95. Mahogany, $5.95

Small quiet fan. Ivory or black enamel finish. Prices begin at $11.95

Electric curling irons. Chromeplate finish. Three models. Prices from $1.95

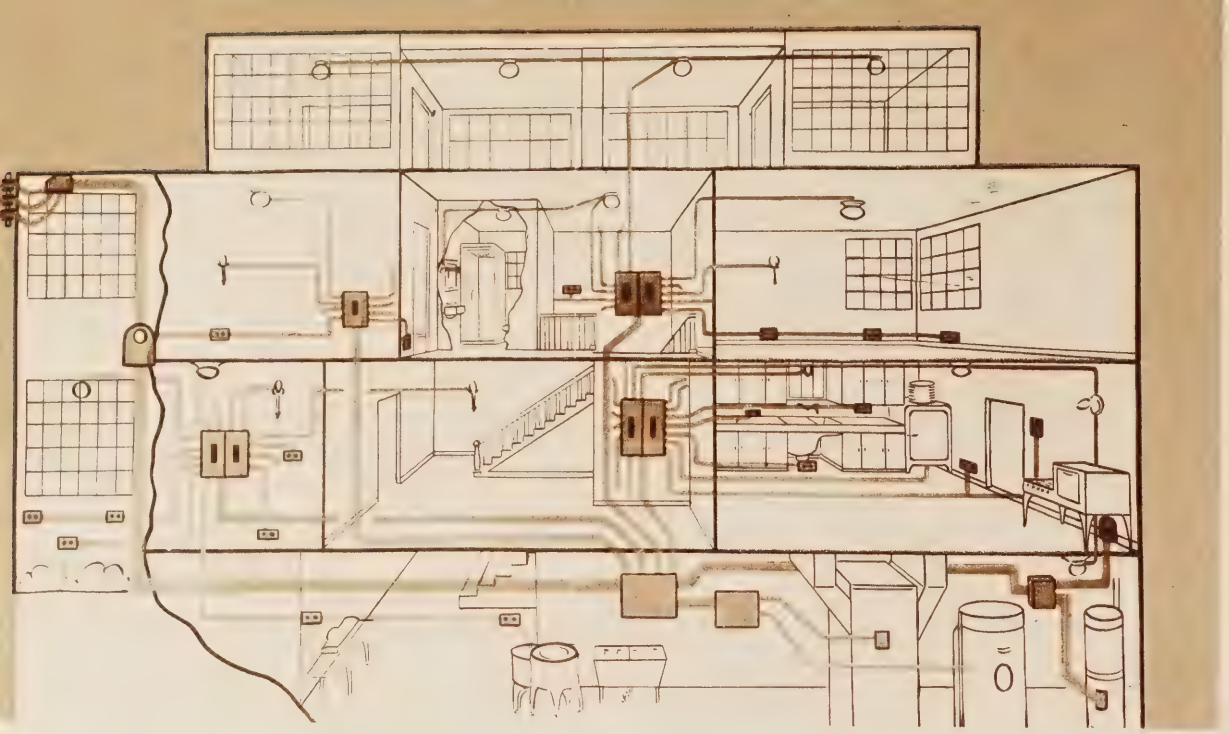


Electric immersion heaters, for warming milk or water. Straight-stem (shown above) and crook-neck types. Prices from $4.85

Below—Heating pads, velour or eiderdown covers. Rubber covers furnished. Priced from $3.95

Right—"California" model Sunlamp. Equipped with automatic timer and 8-foot cord. "High-efficiency" reflector. Price $49.95

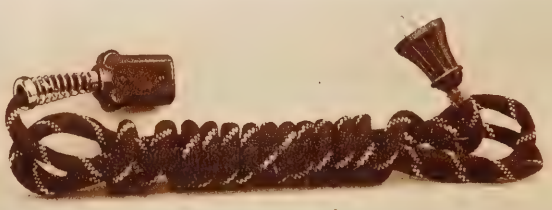
Left—Penetrating heat (infrared) lamp relieves aches and pains. Price $5.95



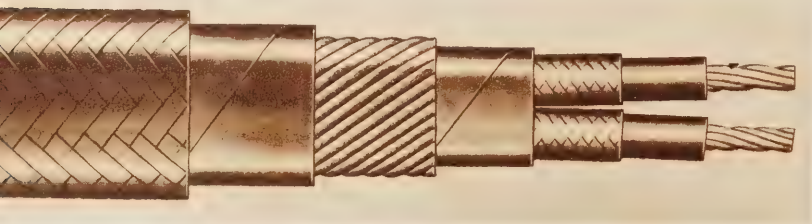
ALL THROUGH THE HOUSE

To operate appliances and electric equipment successfully, you must have in your home an adequate and efficient wiring system. G-E Planned Wiring—the G-E Radial Wiring System—is the one lasting solution. Correct wire sizes, intelligent planning, and superior wiring materials make it an investment in comfortable living, not only for this year, but for many years to come.

BX cable provides wiring that is amply insulated against the possibility of short circuits, that resists mechanical injury, and that can be easily and neatly installed

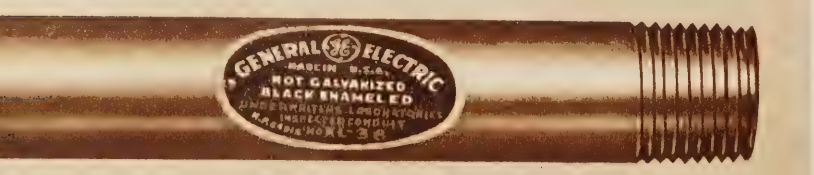


Cord sets for connecting household heating appliances to convenience outlets. Equipped with unbreakable rubber plug molded directly to the cords



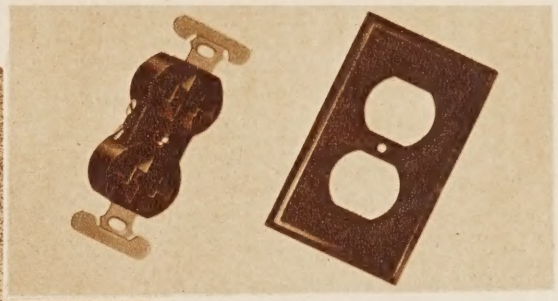
The correct use of G-E service entrance cable means modern wiring of the highest quality. The cable used between the street circuit and your house deserves special consideration

The GB-115 circuit breaker installed at convenient central points is the heart of the Radial Wiring System, affording maximum protection and control



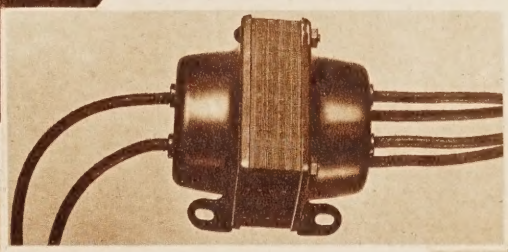
G-E rigid conduit is another product whose use means long, uninterrupted life for your wiring system. It is hot-dip galvanized, assuring safe, efficient service

To any wiring system convenience may be added with devices for special purposes. Examples: combination outlets and switches, and combination switches and pilot lights for indicating when lights are on in obscure places; weatherproof outlets for outdoor use; radio outlets; and clock hanger outlets for electric clocks

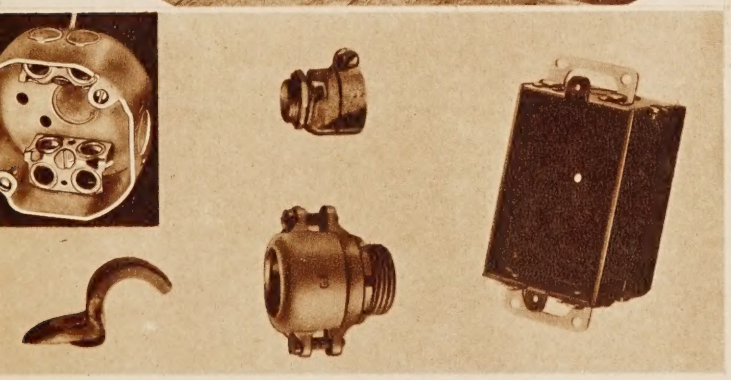


Left—The degree of convenience of electric service in the home depends largely on having an adequate number of reliable convenience outlets, properly placed. Single and twin types

General Electric "Safe-cote" building wire is moisture-resisting and flame-retarding. Its acknowledged high quality assures long, trouble-free service. Whenever "open" wiring is used, insist on G-E Code wire



The bell-ringing transformer offers continuous dependable service for residential bells and buzzers, eliminating dry cells



Conduit boxes and fittings—for safe, attractive wiring, of the same high quality that characterizes all General Electric wiring products

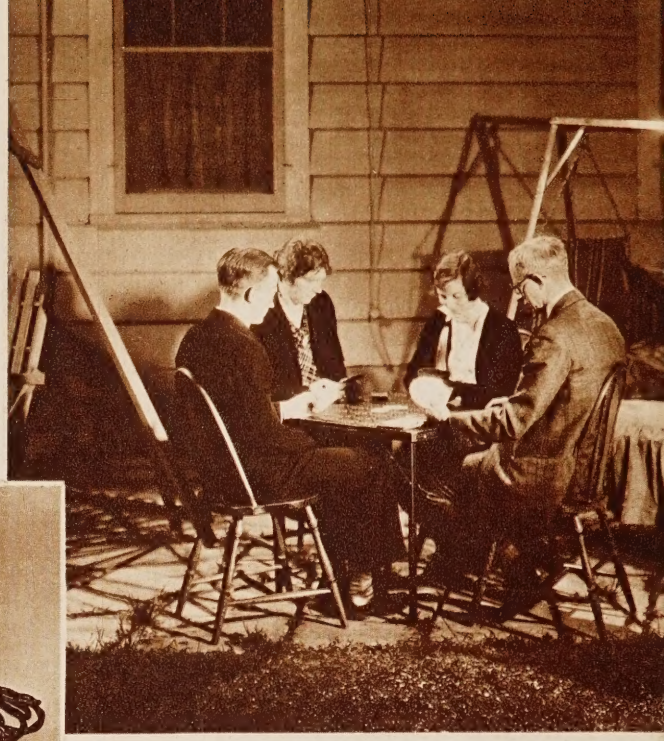
Fuses for the protection of the wiring system of your house and the devices it serves. See your electrical dealer or contractor for the proper sizes to use

Switches are the step-savers in your wiring system. Available in various finishes to harmonize with the woodwork, G-E switches afford convenient control of lighting and outlets at any point. Left to right: flush plate, surface tumbler switch, combination switch, single flush tumbler switch, and automatic door switch.

FOR THE WORKSHOP GARAGE, AND GROUNDS

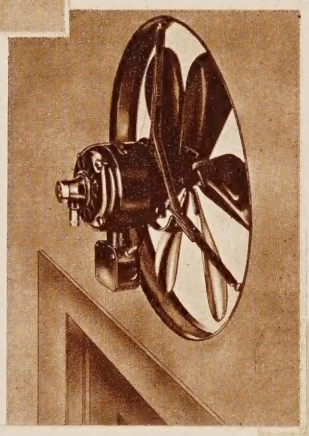
During the summer evenings, the garden can be transformed into an outdoor living room with the aid of floodlights. The same floodlights can be used the year round to light the driveway and grounds—for safety and to guard against prowlers.

The disc stove has many uses. Sturdy in construction. High-quality heating element. Finished in Chromeplate. Diameters, 4½ or 6 in. Single-heat and 3-heat models. As low as $2.95

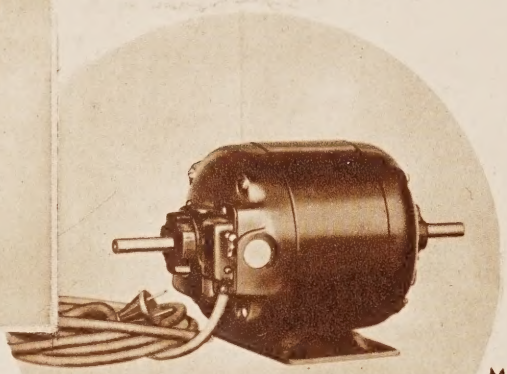


Electric soldering irons. Equipped with cartridge-type heating unit and with cord and attachment plug. Two models, three sizes. As low as $3.95. Kit, including iron with special supporting bracket and clamp, six different tips, ladle, soldering paste, and solder, $4.95

Portable hand lamp, with reflector and guard. Equipped with 25-foot all-rubber cord, and plug. Highly useful in the garage and for working in the cellar or other places where a lamp with a guard and reflector is required



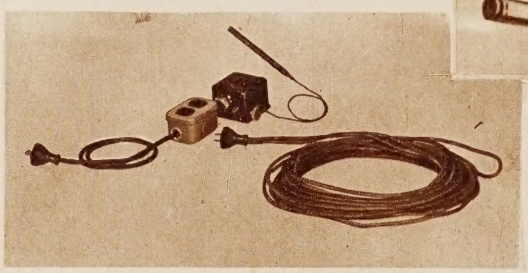
Ventilating fans for use in the garage or workshop. Available for a-c or d-c. Prices begin at $22.50



Motors for every purpose, from the smallest fractional-horsepower sizes up. For pumping, for operating lathes, drills, buffers, and other home-workshop machines; for use in the barn and outdoors. Prices begin at $6.85

The "Tidy" vacuum cleaner, for cleaning upholstery, mattresses, clothing, ceilings, radiators, etc. Attachments for using antimoth, deodorizing preparation. With accessories, $17.95

Electric gluepots. Handy for home workshop. Several models. As low as $16.00



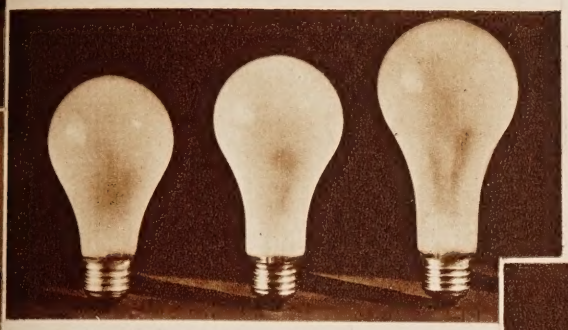
Electric soil-heating equipment, for promoting more rapid growth and sturdier plants. Operates from a-c household circuit. Kit consisting of thermostat and sufficient cable to heat area up to 36 square feet, $16 plus postage. Enough additional cable to heat up to 75 square feet, $4.50 plus postage

"Handy" floodlights, for lawns, paths, gardens, etc. Practical, efficient. In 100-, 150-, and 200-watt ratings. List prices begin at $6.50

Battery-charging equipment for bringing automobile and radio batteries to full charge overnight. Should be part of the equipment of every home garage. Two- to five-ampere sizes. Prices begin at $12.00

AND LAMPS FOR EVERY HOME SERVICE

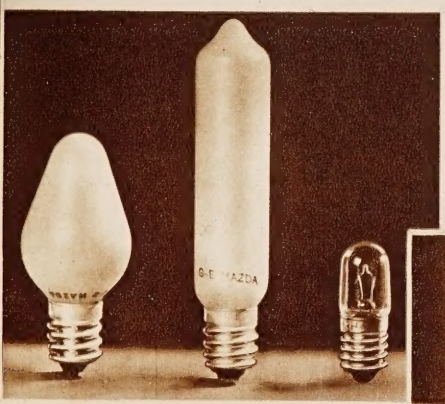
Since lamp quality determines the light you get for the money invested in current, low price in the lamp is less important than high quality. General Electric gives you the finest lamps it is possible to make today. At the same time, prices are generously low, to make these lamps most economical.



For the all-important home-lighting job, standard G-E MAZDA lamps priced from 15 cents. Daylight lamps, if you prefer a more blue-white light

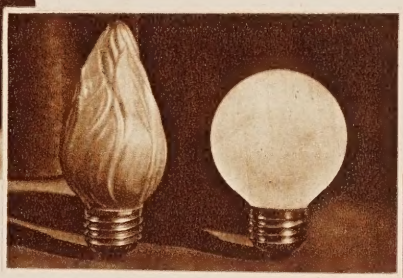
Dependable G-E MAZDA automobile bulbs for safe night driving. For headlights, tail lights, and all other automobile lighting services

This 7-watt night light costs 10 cents and burns all night for about ¼ of a cent

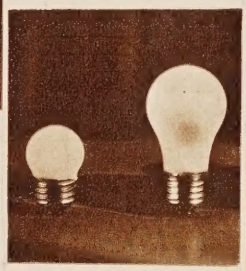


New G-E MAZDA Christmas-tree lamps—cone-shaped or candle-shaped bulbs in either multiple or series type.

MAZDA Photoflash lamps for snapshot pictures at night. Prices, from 15 cents. MAZDA Photoflood lamps for short time-exposures. Prices, from 25 cents



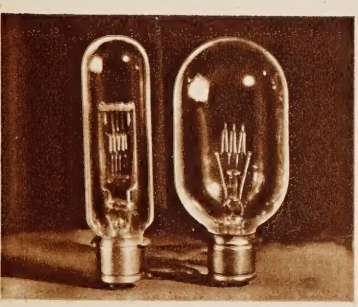
MAZDA lamps for decorative effects in flame or globe shapes and in several colors. Prices from 20 cents to 35 cents.



A high-quality 10-cent bulb available in sizes from 7½ to 60 watts. The 30-watt size comes in colors at the same price

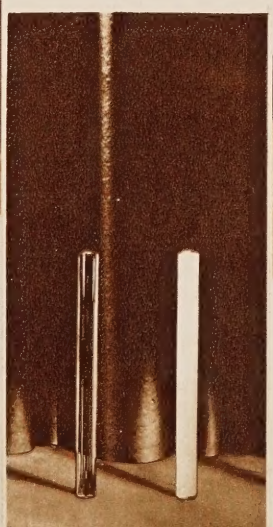
Three-lite MAZDA lamp. Three different levels of light with three successive turns of the switch. 60 cents and 80 cents

The dependability so desirable for flashlight service is found in G-E flashlight bulbs

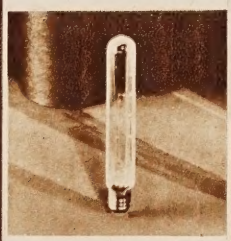


Bulbs designed especially for showing home movies or slides, in sizes from 50 to 1000 watts, at prices from $1.10 up

G-E MAZDA Sunlight lamps give visible light for work or play, combined with beneficial ultraviolet radiation



Lumiline lamps—the new light source with many uses and great decorative value. In clear or frosted bulbs, and in six delicate colors. Priced 85 cents, 95 cents, and $1.05



Tubular lamps, for both light and decoration. Prices, 35, 45, and 90 cents

Decorative MAZDA lamps for outdoor use. In eight attractive colors. Price 20 cents each

Rough-service lamp. Recommended for extension cords in garage and basement. 50-watt size, 34 cents

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